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FOR IMMEDIATE RELEASE

**Golf Anti-Counterfeiting Group Continues
Fight Against Fakes In 2015**

Group Releases Exclusive Raid Footage For The First Time

PHILADELPHIA, PA – July 28, 2015 – Now in its second decade of working with law enforcement to limit the spread of counterfeit golf products, the U.S. Golf Manufacturers Anti-Counterfeiting Working Group (The Golf Group) experienced strong successes in the first half of 2015 collaborating with Chinese officials to conduct five raids and witnessing the sentencing of several convicted counterfeiters. During the raids, authorities found more than 1,100 counterfeit golf products and obtained computer records of numerous online sales, adding to an impressive total of more than one million products seized by law enforcement since the group's inception in 2004. In an attempt to give consumers a look behind the scenes for the first time, the group has also released exclusive video footage from a recent raid that can be found at www.keepgolfreal.com.

With the help of The Golf Group, authorities have raided warehouses, shops and online sales operations in Tangxia, Shanghai, Yantai and Guangzhou in 2015. Law enforcement has also levied fines in excess of \$50,000 USD and nearly 11 years of jail time dating back to cases that were initiated in 2013 and 2014.

“The recent raid actions and strengthened relationships in China are building tangible momentum as we continue to explore every option to limit the spread of counterfeits, and the damage that they cause the game,” said Brian Lynch, Senior Vice President, General Counsel and Corporate Secretary for Callaway Golf. “The counterfeiters are devious in selling these fakes, but we also continue to evolve, bringing on new partners and using every means possible in order to find and bring to justice the people who continue to try to dupe consumers.”

For the first time, The Golf Group has released a video from a recent raid in China, giving consumers never before seen access to what Chinese law enforcement sees during a raid. This exclusive video can only be seen through the group's website www.keepgolfreal.com.

“At times, it may be tough for consumers to relate to the counterfeit issue because most of the fake products are produced thousands of miles away,” said Bill Reimus, Senior Vice President, General Counsel and Corporate Secretary for TaylorMade-adidas Golf. “This new video gives some additional context to the issue, showing what type of operation golfers might be buying from if they purchase clubs online. It also gives



consumers a sense of how similar these products can look to the real thing. The problem is: they're not the real thing.”

More information about the dangers of counterfeit golf clubs and products, and how to avoid them, can be found at www.keepgolfreal.com.

About the Golf Manufacturers Anti-Counterfeiting Working Group

The Golf Anti-Counterfeiting Group consists of five of the most well-known golf companies in the world—Acushnet Company, whose brands are Titleist, FootJoy and Scotty Cameron; Callaway-Odyssey; Srixon, Cleveland Golf and XXIO; PING; and TaylorMade-adidas Golf whose brands are TaylorMade, adidas Golf, Adams and Ashworth. Formed in 2004, the Golf Anti-Counterfeiting Group has worked with international law enforcement and government agencies to conduct raids and investigations of counterfeit operations, as well as raise public awareness of the issue. Since 2011, the Golf Group's efforts with the help of Chinese law enforcement led to the seizure of nearly 700,000 counterfeit golf products highlighted by a clustering campaign initiative resulting in the arrest of more than 35 suspects from raids of 21 different locations.